



WXYZ

ORDER

Print Date 09/14/12

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Flight Dates **09/12/12-09/18/12**

Contract / Revision **310659 /**

Original Date / Revision
09/11/12 09/12/12

Advertiser **The People Should Decide C**

Agency **Smart Media Group**

Buying Contact

**814 King Street - Suite 400
Alexandria, VA 22314-3039**

Product

DIBC2 - The People Should Decide

Agency Com 15%

Billing Contact

**814 King Street - Suite 400
Alexandria, VA 22314-3039**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **912918**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS Ballot

Product Codes PL

Priority FX

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	53	\$48,705.00	\$57,300.00	0.00	08/27/12	09/18/12	53	\$48,705.00	\$57,300.00
Totals	53	\$48,705.00	\$57,300.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WXYZ	09/12/12	09/18/12	12-1pm M-F 12-1pm	CM	12-1pm	11111--	:30	5	\$1,000.00	FX	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/12/12	09/18/12	11111--		5		\$1,000.00		0.00					
N 2	WXYZ	09/12/12	09/18/12	430 AM News 7 Action News This Morni	CM	430a-5a	11111--	:30	5	\$150.00	P-4	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/12/12	09/18/12	11111--		5		\$150.00		0.00					
N 3	WXYZ	09/12/12	09/18/12	5am News M-F 5am News M-F	CM	5-6am M-F	11111--	:30	5	\$500.00	P-2	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					



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Contract / Revision **310659** Flight Dates **09/12/12-09/18/12**

Hiatus Dates

Original Date / Revision 09/11/12/ 09/12/12

Order Sep 00:20:00

Advertiser **The People Should Decide** Product **DIBC2 - The People Should** Estimate # **912918**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WXYZ	09/12/12	09/18/12	5am News M-F 5am News M-F	CM	5-6am M-F	11111--	:30	5	\$500.00	P-2	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/12	09/18/12	11111--					5	\$500.00		0.00			
N 4	WXYZ	09/12/12	09/18/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	11111--	:30	5	\$1,200.00	FX	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/12	09/18/12	11111--					5	\$1,200.00		0.00			
N 5	WXYZ	09/15/12	09/15/12	Action News SAT 6am Action News SAT 6am	CM	SAT 6-7am	-----S-	:30	1	\$300.00	P-4	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/12	09/18/12	-----S-					1	\$300.00		0.00			
N 6	WXYZ	09/15/12	09/15/12	Action News SAT 8am Action News SAT 8am	CM	SAT 8-9am	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/12	09/18/12	-----S-					1	\$600.00		0.00			
N 7	WXYZ	09/16/12	09/16/12	Action News SUN 6am Action News SUN 6am	CM	SUN 6-7am	-----S	:30	1	\$300.00	P-4	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/12	09/18/12	-----S					1	\$300.00		0.00			
N 8	WXYZ	09/16/12	09/16/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	-----S	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/12	09/18/12	-----S					2	\$500.00		0.00			
N 9	WXYZ	09/12/12	09/18/12	5p News 5-6pm M-F	CM	5-6pm M-F	11111--	:30	5	\$1,200.00	P-3	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/12	09/18/12	11111--					5	\$1,200.00		0.00			
N 10	WXYZ	09/12/12	09/18/12	7p News M-F 7-730p	CM	7-730pm M-F	11111--	:30	5	\$1,500.00	P-2	0.00	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/12	09/18/12	11111--					5	\$1,500.00		0.00			
N 11	WXYZ	09/16/12	09/16/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/12	09/18/12	-----S					1	\$1,000.00		0.00			
N 12	WXYZ	09/12/12	09/18/12	M-F 1205a-105a Jimmy Kimmel Live	CM	1205am-105am M-11	11111--	:30	5	\$500.00	FX	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/12	09/18/12	11111--					5	\$500.00		0.00			
N 13	WXYZ	09/15/12	09/15/12	SA 1130p-1230a SA 1130p-1230a	CM	1130pm-1230am	-----S-	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/12	09/18/12	-----S-					1	\$250.00		0.00			
N 14	WXYZ	09/16/12	09/16/12	SU 1a-2a SU 1a-2a	CM	1am-2am	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/12	09/18/12	-----S					1	\$150.00		0.00			
N 15	WXYZ	09/16/12	09/16/12	Sports Update 1130-12n SU 1130p-12a	CM	1130pm-12am	-----S	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/12/12	09/18/12	-----S					1	\$750.00		0.00			



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Advertiser **The People Should Decide** Product **DIBC2 - The People Should** Estimate # **912918**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N15	WXYZ	09/16/12	09/16/12	Sports Update 1130-12n SU 1130p-12a	CM	1130pm-12am	-----S	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/12/12	09/18/12	-----S		1				\$750.00		0.00			
N16	WXYZ	09/12/12	09/18/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am M	11111--	:30	5	\$1,500.00	FX	0.00	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/12/12	09/18/12	11111--		5				\$1,500.00		0.00			
N17	WXYZ	09/17/12	09/17/12	ABC Monday Prime Monday Prime	CM	8-11pm Monday	M-----	:30	1	\$3,500.00	P-3	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/12/12	09/18/12	M-----		1				\$3,500.00		0.00			
N18	WXYZ	09/18/12	09/18/12	Tuesday Prime B Tuesday Prime B	CM	9-10pm Tuesday	-T-----	:30	1	\$3,500.00	P-3	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/12/12	09/18/12	-T-----		1				\$3,500.00		0.00			
N19	WXYZ	09/16/12	09/16/12	SU 12a-1a SU 12a-1a	CM	12am-1am	-----S	:30	1	\$200.00	P-4	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/12/12	09/18/12	-----S		1				\$200.00		0.00			
N20	WXYZ	09/15/12	09/15/12	ABC Saturday Night Foot Mich State vs Notre Dame	CM	SA 8pm-1130pm	-----S-	:30	1	\$8,000.00	P-4	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/12/12	09/18/12	-----S-		1				\$8,000.00		0.00			
Totals														53	\$57,300.00